

Digital Marketing Manager

Augusta Convention & Visitors Bureau (CVB)

About the Augusta Convention & Visitors Bureau (CVB):

The Augusta CVB is a private, non-profit 501(c) 6 corporation. Our organization vision is to be the prime advocate and leader of visitor destination development and marketing in Augusta's River Region. Our mission is to serve as the official destination marketing and management organization enhancing the region's economy by positioning Augusta as a preferred visitor destination.

Website: VisitAugusta.com | Hashtag: #loveaugusta | Instagram: VisitAugusta | Facebook: VisitAugusta | Twitter: @VisitAugustaGA

The Digital Marketing Manager is part of the Marketing & Communications team and reports directly to the VP of Marketing. The VP of Marketing reports to the President & CEO.

Team members include:

1. Vice President of Marketing
2. Marketing Manager
3. Digital Marketing Manager
4. Marketing Coordinator

Position Summary

This position is part of the Marketing & Communications team who provides all marketing communications, public relations, and advertising services for the organization and destination. The Digital Marketing Manager's principle role is managing the digital footprint of the Augusta CVB with the goal of increasing brand awareness and engagement with visitors, clients, and residents. This position is responsible for growing our presence, engagement and influence to followers and fans on social media, ultimately converting them into visitors and brand ambassadors/advocates of the destination. The Digital Marketing Manager manages the Content Management System (CMS) for VisitAugusta.com, corresponding microsites, and landing pages.

Core Responsibilities

Strategy:

- Prepare a formal, annual social media strategy for the destination inclusive of promotional, engagement, content, conversion, influencer/blogger strategies across the social space and online
- Analyze and translate anecdotal or qualitative data (derived from both in-app and external software) into recommendations and plans for advancing our social media strategies
- Monitor trends in social media tools, applications, channels, design and strategy

Content Management:

- Manage the creation, curation and publishing of inspiring high-quality content (written, images, video) to reach/engage target audiences (visitors, meeting planners, stakeholders, locals) across all platforms and channels
- Plan, create and implement a social editorial content calendar, including regular publishing schedules

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- Perform/implement photography and video (self-generated/user-generated/influencer-generated/sourced)
- Create and manage paid social media ad campaigns, including cross-platform strategies and event-based and seasonal promotions
- Design, create, manage and implement social media contests, promotions and campaigns
- Maintain Augusta CVB Social Media Standard Operating Procedures (SOP)
- Manage CVB's Content Management System (CMS)

Community Management:

- Build and maintain relationships – online and offline
- Manage, monitor, listen and respond to users while cultivating conversations, leads, sales, and visits
- Manage efforts in building online reviews and reputation
- Develop influencer outreach efforts
- Identify threats, potential negative commentary or crisis situations in user-generated content surrounding the company/brand/destination and apply conflict resolution principles to mitigate issues

Data/Analytics/Performance:

- Analyze campaigns, interpret analytics, and translate anecdotal or qualitative data into recommended, actionable plans for social media strategy, campaigns, advertising, and content marketing
- Compile activity and performance reports monthly, quarterly, annually/year to date, year over year, and on demand

Other: Perform other duties/projects as needed/assigned

Knowledge, Abilities and Skills

- Bachelor's Degree or equivalent experience, preferably in Marketing, Communications, Art/Design, English, Journalism
- 3-5 years of experience preferred; social media certification from an appropriate authority is a plus
- In-depth knowledge in social media platforms and content marketing
- Understanding of destination marketing with a preferred background in DMO/tourism, agency or corporate environment, but not required
- Demonstrated skill in setting and achieving goals for impressions, reach, engagement, audience, targeting, etc. across social media platforms
- Strong written communication skills including copywriting, writing for digital and social media/blog writing
- Still photography and video shooting and editing abilities a strong plus
- Graphic design experience and working knowledge of Adobe Design Suite (Photoshop, InDesign, Illustrator, etc.) a strong plus
- Exceptional computer skills; highly proficient in Word, Excel, PowerPoint, Outlook, Publisher knowledge and proficiency working with website CMS and CRM a plus
- Practices superior time management
- Flexible and able to work outside traditional office hours, including evenings and/or weekends
- Ideal candidate must have a portfolio of their work readily available

By October 19th, please submit your **cover letter** and **resume** to: Digital@VisitAugusta.com